

LEO BURNETT COMPANY, Inv.

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Come to where the flavor is.  
Come to Marlboro Country.



King: 10 mg. "tar," 1.3 mg. nicotine—  
130 mg. nicotine av. per cigarette. FTC Report Aug '72

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

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